

HOTEL STEWART

SAN FRANCISCO

Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c, Lunch 50c, Dinner \$1.00
Most Famous Hotel in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island Headquarters. Cable
address: "Stewart" A. B. O. Code
S. H. Lora, Honolulu Representative

PLEASANTON HOTEL

LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near de
pot; grand scenery; fine bass fishing
For particulars address E. L. KRUSK
Wahiawa. Phone 0333.

Seaside Hotel

CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

CORAL GARDEN HOTEL

See the Wonderful Marine Pic-
tures in KANEHOE BAY—
Glass-bottomed sail and row-
boats for hire—Good Meals
Served.
A. L. MacKAY, Proprietor.

HEINIE'S TAVERN

Most Popular Beach Resort in
the City.
Rates That Are Right—
American and European Plan
"On the Beach at Waikiki"



Best
grade
of work
done on
Men's,
Women's
and Chil-
dren's
Shoes.

Manufacturers' SHOE STORE

LAUNDRY—

MESSINGER BOY
PHONE 3461

SILVA'S TOGGERY

Limited
"THE STORE FOR GOOD
CLOTHES"
Elks' Building. King Street.

Pure Ice

Delivered in any quantity at any
time. Phone 1123.
OAHU ICE CO.

The Wall Paper House

OF HAWAII.
LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE

SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO. LTD.
1177 Alakea St. Phone 2434.
Flek and Miller Tires.

McINERNY PARK

Elegant Lots.
CHAS. S. DESKY, Agent.
Merchant, near Fort.

MILLINERY

HONOLULU HAT CO.,
Hotel St., near Bethel St.

The Ideal

WISHES YOU A VERY
MERRY CHRISTMAS

Canton Dry Goods Company

Hotel St., near Bethel St.



A. N. SANFORD

OPTICIAN
Boston Bldg. Fort Street
(Over May & Co.)

New York Dress Co.

Ladies and Gentlemen Tailors.
1106 Union St., nr. Hotel St.

CHOP SUI

83 North King Street
(Between Maunakea and Smith.)
Call and see our brand new CHOP
SUI House—Everything Neat
and Clean.
Tables may be reserved by phone,
No. 1713

H. MIYAKE

Oriental Art Goods
Fort, above Beretania

Toyo Panamas

For Men, Women and Children.
K. UYEDA,
1023 Nuuanu St.

Y. TAKAKUWA & CO.

Limited.
"NAMCO" CRABS, packed in
Sanitary Cans, wood lined.
Nuuanu St. near King St.

The Waterhouse Co. Ltd

Underwood Typewriters
Young Bldg.

If you really want a

MERRY CHRISTMAS
eat at the
SWEET SHOP!

Make it a Safe Christmas and

a Merry One!
Bower's Merchant Patrol
1079 Alakea St.
Office Phone 2515 Res. Phone 1051

CHRISTMAS TOYS ON SALE

HONOLULU PICTURE FRAMING &
SUPPLY CO.

"A WORD TO THE WISE"

PHOENIX HOBE
at
THE CLARION

FURNISH YOUR HOME RIGHT

By fitting it throughout with our
dependable electric fixtures.
ELECTRIC SHOP
Phone 4344 1135 Fort St.

Jordan's

DRY GOODS
Fort St.

HONOLULU MUSIC CO.

Everything Musical
Fort, next to the Clarion

CHILDREN'S CHRISTMAS

PICTURE BOOKS
THE IDEAL GIFTS.
—ARLEIGH'S

H. HACKFELD & CO.

Limited.
Commission Merchants.
HONOLULU

CITY HAS NEED OF LIVE BODY OF MEN IN COMMERCIAL ORGANIZATION

Noted Expert Worker Declares
Program Necessary to
Develop Activity

By W. SCOTT RADEKER,
in The Rotarian.

[Mr. Radeker, a member of the Rotary Club of Muskogee, is the managing secretary of the Greater Muskogee Association.]

Why is a commercial organization? That is the question that has been asked a good many times. It has been answered in many ways. Some people are under the impression that a commercial organization, like the bow on the back of your hat, is just a fad, one of those things we endure for fear of what would be said about us if we didn't. Others who think deeply realize that every commercial organization, no matter how inefficient it may be, does some good.

The question arises: "If they are so necessary to the growth of a city, how did New York or Boston or Philadelphia get to be such big cities before all this talk started about chambers of commerce; how did they grow so fast without such organizations?"

The answer is: "They didn't." The city of New York had a commercial organization before the Revolution. Fifty years after the city of New York organized her chamber of commerce, Philadelphia and Boston followed suit. With a few exceptions these organizations worked largely along the same lines that present day boards of trade and chambers of commerce work.

It is worthy of note that at one time New York and Charleston, S. C., each had an equal chance at being the big city of America and that on account of a better harbor, richer soil and a more salubrious climate the advantage was with Charleston. New York City had an active commercial organization. Charleston didn't.

Two Cities Contrasted. The people of New York were aggressive and the people of Charleston were indifferent. Look at New York today and look at Charleston. It is true that Charleston today has a live commercial organization, and it is equally true that New York City is reaping the benefits of those old Knickerbockers in their chamber of commerce.

Benjamin Franklin and his little club, known as the Junto, did things for Philadelphia that she is still enjoying and it is quite probable that they are in a large measure responsible for Philadelphia being such a big dot on the map. Many believe that they were the nucleus of the first commercial organization in Philadelphia.

In the last five years a great deal has been done toward standardizing commercial organizations but there are still many who believe that the chief function of their community organization is to tear down rather than to build up. Commercial organizations of today have a much broader field than fighting railroads, raising bonuses for slick promoters and "cussing" the local public utilities corporations and the city and county officers.

The commercial organization of today is necessary because, by reason of the increased transportation facilities in the past 30 years business no longer depends upon five or 10 large trade centers. There are now more than 235 major trade centers in the United States today and new ones are springing up each year. Competition is forcing the manufacturers in the New England states, once the only manufacturing center in the country of any consequence, to build branch factories over the country and it is forcing jobbing houses to place branches nearer the raw material and the ultimate consumer.

This gives rise to the rivalry between cities. Aside from the fact that every town cherishes the name of being a good town there is the dollar and the cents consideration.

Every city in the United States today is the rival of every other city of like size and environment and just how successful she is in that rivalry depends upon how constructive minded her citizens are. The local commercial organization is the mirror that reflects this mental condition. If you see a city with a commercial organization working hard and making no headway and the people of the community criticizing the few who are doing the hardest work (and there are always a few self-sacrificing men who bear the brunt in every city) don't make the mistake that the directors are to blame for the condition. It is a reflection of the mental attitude of the community. Sometimes it can be corrected and sometimes it can't. Usually it can, through big general get-together movements.

Civic patriotism, just like religion, needs a little stirring up every now and then. Commercial organization work has been going on less than 200 years and we have had Christianity for nearly 2000 years. If they still have to have revivals to punch the people up to a realization that the saving of their souls requires a little of their own personal effort and can't all be done by the clergyman, it is reasonable to suppose that the people have to be jolted real hard now and then to bring them to a realization of their community obligation. The booster part is valuable just to keep the people thinking about their duty to their community.

While the booster stuff is, from the nature of things, the most obvious part of commercial organization work it is really only a screen for the hard steady drive. The most important work of a commercial organization is usually the least spectacular and usually carries with it the least glory. A lot of hip-hip-hurrah, burn-the-red-fire and get-out-the-band stunts by themselves, without a steady, direct drive to a definite ultimate something to be achieved by the organization, will not get any further than will the commercial organization that tries to do all of the serious work without illuminating it with the booster stuff. Proportioning the Activities.

The serious work and booster stuff must be properly proportioned or your commercial organization will join the wreckage of unintelligently guided commercial organizations that is strewn over America from coast to coast.

A community is just as aggressive as its average citizen and no more so. And in striking the average the attitude of every individual must be reckoned with. The man who thinks he has discharged his community obligation by paying his annual dues to his commercial organization is on a par with the man who expects to get a pass through the gates of heaven with his receipt for his pew rent. He must also contribute energy and thought.

To be a success a commercial organization must have three things, the lack of any one of which will spell ultimate disaster. They are:

1st. Numerical strength.
2nd. Adequate finances.
3rd. An interested working membership.

The order in which they are named does not indicate their relative importance. They are equally important. With these three things an intelligently guided organization can accomplish wonders for any city, no matter what the local conditions may be. Of course under these three general heads come many sub-heads.

Definite Aim Essential. A commercial organization without a definite aim in view is a good deal like a ship starting out from port with no destination. It may get some where but the chances are pretty strong that it will run around in a circle until it has exhausted its fuel supply and then stop.

A program of work or platform of activities or whatever one chooses to call it is very essential to a commercial organization. It provides a means of being constructively engaged continuously, of having something to do between "stunts." A successful commercial organization cannot confine itself to doing the big things. It must be busy all of the time. To do this it must have a program.

A great deal of time and money has been inefficiently expended by commercial organizations in aimless existence. That money hasn't been wasted, because even an aimless commercial organization will stumble on to some achievement if it lasts long enough, just as a blind hog will pick up an acorn now and then.

Program for Three Years. While it is understood that a commercial organization should be financed for a period of three years and that the program of activities should be made with this view in mind, extending over that period, it is by no means expected that a program published at the time of beginning of the activities of an organization shall limit the action of the body to the things set forth in that program. The program should be added to from time to time; frequently group meetings develop new things that should be included.

The program of any commercial organization should not be arbitrarily set by the board of directors but should be made up from the suggestions from the membership. The board of directors should be in fact just what the name implies. Too many commercial organizations demand that their directors shall do it all and then kick because they are doing it all.

The board of directors should direct the energies of the membership in accordance with the weight of the opinion of the membership. They should, of course, be the executive authority but in any question of policy where there is the slightest doubt about the attitude of the majority of the membership or before taking any radical step that might seriously involve the organization or in cases where there is a serious division of opinion among the directors the matter should be submitted to the membership in a referendum vote, and the weight of opinion as expressed by the votes cast should govern.

Citizen Owe Support. Every citizen of every community owes his hearty support to his commercial organization. Because the old commercial organization may have gone to seed or because one set of officers or directors may have made mistakes is no excuse for standing aloof. The mistakes of the past should be the stepping stones of future success.

The man who will not lend his brains, his energy and some of his money to the efforts of his fellow citizens in directing the constructive forces of his community along the course that is best for the city as a whole is not a useful citizen. No man has the right to refuse his support to a community movement any more than the community has the right to refuse its protection to any man. The man who absorbs the benefits of the commercial organization's efforts without contributing thereto is a community parasite.

A commercial organization should, in reality as well as in theory, be the hub around which revolve the civic activities of the community. It is too frequently thought that the attitude of the people in any given community reflects the efficiency of the commercial organization. That is not true. Just the reverse is the case. The commercial organization reflects the aggressiveness of the people in its community.

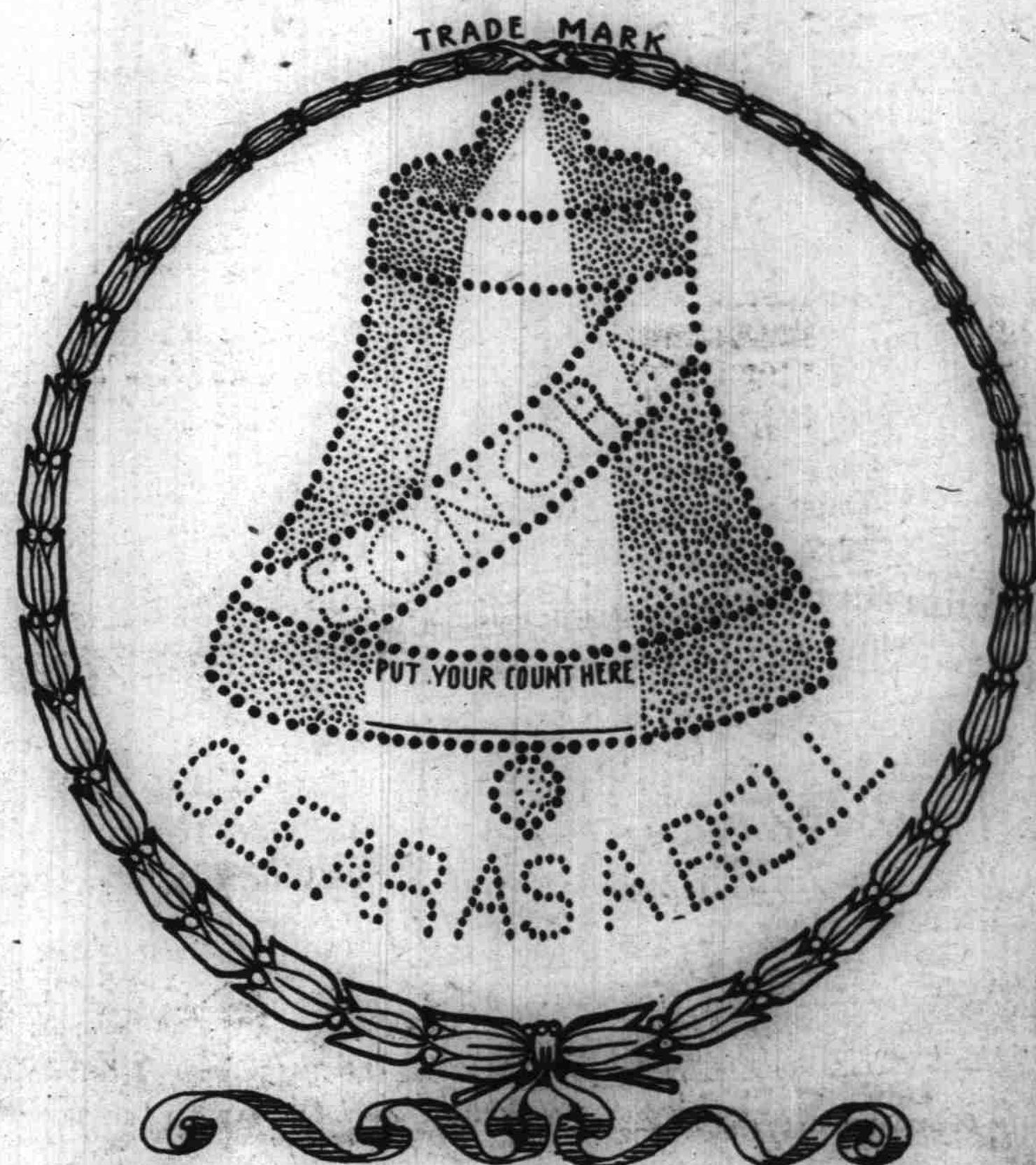
MILITARY TRAINING FOR U. S. SCHOOLBOYS. WASHINGTON, D. C.—The enactment of laws providing for the military training of boys in high schools throughout the United States will be urged in Congress in connection with the army bill. This was made plain by Congressman Sydney Anderson of Minnesota.

He declared himself strongly in favor of the plan and has been making speeches on the subject in his district. He proposes the federal government

A New Year's Gift For You

The Star-Bulletin will present some one of its many readers a beautiful Sonora Phonograph, Mahogany finish, net price \$35.00.

Absolutely Free on January 6, 1916



THE SONORA PHONOGRAPH

was the only instrument given a perfect score of 100% for tone quality at the Panama-Pacific Exposition, San Francisco. This instrument plays all makes of disc records; Victor, Columbia, Edison and Pathe, with one sound-box, and is provided with a jewel needle, making changing of needles unnecessary.

A tone modifier is its latest attachment, making it possible to graduate the volume from the loudest to the softest volume while the record is playing. The motor is extra strong, allowing several records to be played with one winding. This instrument is on exhibition at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, and will be demonstrated any time during the contest.

Count the Dots

This beautiful prize will be awarded to the person giving the correct total number, or the nearest correct total number of dots contained in the above picture for the entire period from December 7, 1915, to December 31, 1915, inclusive.

All the dots inside of the wreath must be counted each day, as the number of dots will be changed daily. Clip the bell from the Star-Bulletin each day, count the dots and insert your count in the space provided on rim of bell, then write your name and address plainly on the lines below, place clipping in envelope, seal it up and deliver to Hawaiian Phonograph Supply Company, 150 South Beretania Street, either by mail or in person. The contest will close with the issue of December 31, 1915, of the Star-Bulletin, and the last counts must be delivered at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, not later than 9 a. m., Thursday, January 6, 1916, at which time the prize will be awarded.

Contestants may send in their clippings daily or weekly, or all together after the contest closes December 31.

Back copies may be procured at the Star-Bulletin Office at any time.

Your Name.....

Address.....

No employee of the Star-Bulletin or the Hawaiian Phonograph Supply Company, nor members of their families, will be allowed to enter this contest.

furnish the instruction and the equipment. Beyond this he thinks there will be no need of federal aid.

AUDIT COMPANY OF HAWAII

524 BETHEL STREET

P. O. Box 446. Telephone 2035

Suggestions given for simplifying or systematizing office work. All business confidential.

Conducts all classes of Audits and Investigations, and furnishes Reports on all kinds of financial work.

We attend to Checking and Sealing of

BAGGAGE

on all outgoing steamers without inconvenience to passengers.

We also make a specialty of Furniture Moving.

Union-Pacific Transfer Company, Ltd.,

U. S. Mail Carriers.

King St. next to Young Hotel

Phone 1878

STAR-BULLETIN 75 CENTS PER MONTH